

NEW PRODUCT INFORMATION

First Order Date: 23-Mar-98

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Ref: 467

LOCAL MARKET INFO			Shipping Unit:	DSPLY/20 deals	Deal
Supplier: McLane			**Estimated Cost		
Suggested Order Qty: 1 ONLY (DSPLY/20 deals)			Suggested Retail		
Last Order Date: / /			GP\$ / GP%		
Seasonal/In & Out: PreBook			*Cost may vary due to different freight brackets.		
UPC	SLIN	McL UIN	DESCRIPTION & SIZE		Core X Optional
0 12300 42810	121062-4	846881	Winston Buy 2 Packs Get \$0.70 OFF		
Other Pack Size Available:			Display contains 20 presleeved deals		
			(National except Central)		
PRODUCT INFORMATION			MARKETING SUPPORT		
Mfg: RJ Reynolds			* Contains 20 prepackaged deals of 2 packs marked \$0.70 off		
Category: Premium			**MUST HAVE RJR DISPLAY CONTRACT TO ORDER**		
Sub Category: Regular Full Flavor			* Display UPC - 0 12300 42810		
PSA: 120301 PMA: 60			* Deal UPC - 0 12300 24685		

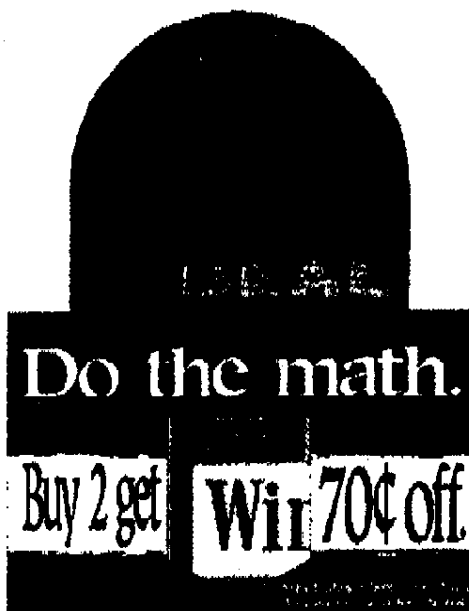
WINSTON BUY2GET \$0.70 OFF
ORDER 1= DSPLY/20 deals



Pre-Book

PREBOOK

SURVEY ITEM: #469
Order From: 03/23/98
Order To: With your
regular order
on or before:
04/03/98
Ship Week Of: 07/06/98



121062

121062

CONSUMER INFORMATION				OTHER COMMENTS:			
All Stores	Asian	X	Gender: Both	Age Group: 21+	* Limit one display per store		
	Black	X	\$40K +	Hi	* AVAILABLE ONLY TO STORES WHO PARTICIPATE IN RJR COUNTER DISPLAY AGREEMENT		
	Hispanic	X	Income \$25-\$40K	Kids Med			
	White	X	To \$25K	Low			
Purchase Behavior:		X	Planned	X	Impulse	Customer Usage:	X Immediate X Take-Home
ORDER AND DISPLAY							
Estimated Allowances: (Shown Off-Invoice)				From: 07/06/98 To: 07/31/98			
\$0.70 off Invoice				From: To:			
Bill-Back: (Shown on Merchandise Report after rebate received from vendor)				From: To:			
				From: To:			
Product Dimensions: W 14.75" L 25.5" H 5.5"				Code Life: 6 months Open Closed			
Recommended Location: Back bar/cigarette counter							
Special Handling (Frozen, Dry, Refrigerated): Dry							
Why you should carry this product:							
* Customer added value at no added cost							
* Promotions experience rapid sell through							
* Allocation is limited to one display per store							
MUST BE A PARTICIPATING RJR PARTNER PROGRAM MEMBER TO ORDER							

Franchisees, as independent contractors, are not required to purchase this product, to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing.

Revised 11/20/96

** Estimated cost and allowances reflect information available at time of printing. Actual cost and SRP may differ from NPI sheet figures.

PRE-BOOK / PROMOTIONAL

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